



**PA** Housing

# **Resident Engagement and Involvement Strategy and Framework (summary)**

**May 2025**

# Contents

|    |                                                     |   |
|----|-----------------------------------------------------|---|
| 1. | Introduction.....                                   | 3 |
| 2. | Wider context.....                                  | 3 |
| 3. | Purpose of the strategy.....                        | 3 |
| 4. | Resident engagement and involvement framework ..... | 4 |
| 5. | Our involvement opportunities .....                 | 5 |
| 6. | Acting on your feedback.....                        | 7 |
| 7. | Our engagement lifecycle.....                       | 7 |
| 8. | Measures of success .....                           | 9 |

# 1. Introduction

We aim to provide warm, safe, and affordable homes to people who need them. To do that, we need to have trusted, open, and transparent relationships with residents and make sure you remain at the heart of our decision-making.

Resident engagement is not just about formal meetings, but every coffee morning, every call and every conversation we have across all neighbourhoods. Your voice is crucial to our future success, and you have the right have your voice heard, and to hold us to account.

To provide the best possible services, we need to listen and act on your feedback and make sure we're communicating clearly, consistently and proactively in ways that all residents can access.

This strategy explains the progress we've made so far and how we plan to build on that, to not only fulfil our regulatory requirements but, also, to achieve meaningful involvement in our approach, decision-making, and service improvements, to help us contribute to our objectives by ensuring your voices inform and shape what we do.

# 2. Wider context

The Social Housing (Regulation) Act 2023 aims to balance the relationship between landlords and residents. The Act empowers the Social Housing Regulator with new enforcement powers to tackle failing landlords. The Consumer Standards and in particular, the Transparency, Influence and Accountability Standard set out the expectation for landlords to take residents' views into account in their decision-making.

As an adopter of the National Housing Federation's *Together with Tenants Charter*, we will strengthen our relationship with our residents, making sure your views are sought and valued. We want every resident to feel listened to on the issues that matter the most to them.

The Building Safety Act 2023 also means that residents in high-rise buildings have more say in how their building is kept safe. Residents can raise building safety concerns directly with their landlord, who have a duty to listen. If residents feel their concerns are being ignored, they can raise them with the Building Safety Regulator.

# 3. Purpose of the strategy

We want you to be proud of where you live and will continue to work in partnership with you to:

- learn from your unique perspective on your experiences.
- work with you to shape and influence the services we deliver.
- help to identify underperforming areas and improve service delivery.
- continue monitoring our performance.

Our Corporate Plan acknowledges how important it is that we listen to the feedback we receive from residents to make sure we are the best we can be.

Quite simply, our business wouldn't exist without you, our residents, so that's why your voice is crucial to our future success. Working alongside you, shoulder-to-shoulder, we can celebrate the good things and work to improve the things we need to do better. It's important for us to listen to a diverse range of residents from different backgrounds, ages, and demographics to make sure we get well-rounded feedback.

We're an organisation that wants to listen and act, learn and collaborate. Our decisions will be driven by residents, and they will influence whether we can deliver better outcomes by working more closely with other organisations.

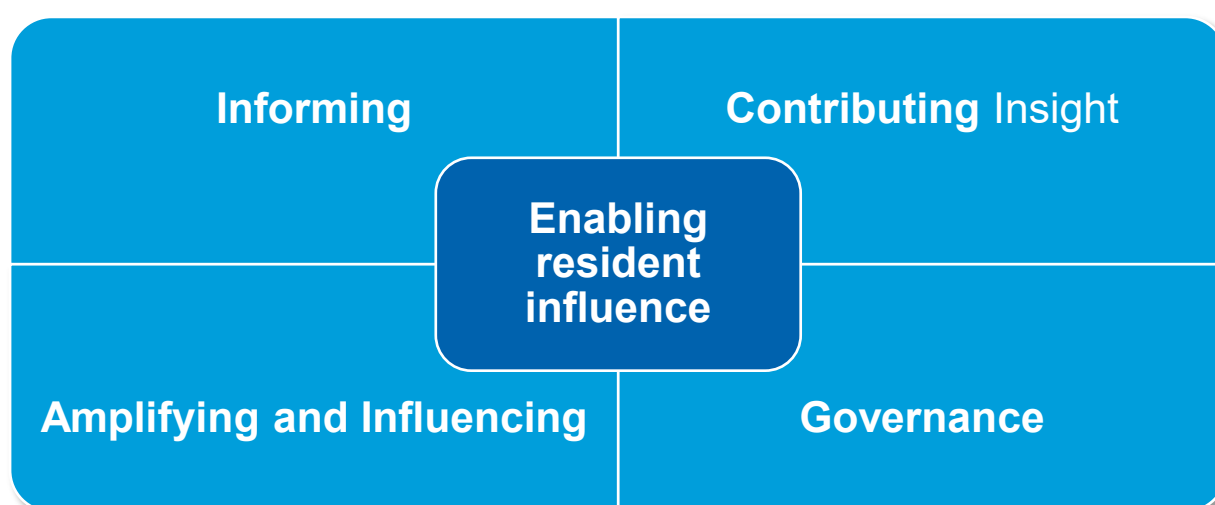
This strategy details how we will ensure everyone has meaningful, accessible opportunities to hold us to account, scrutinise our work and feedback on the services we deliver.

## 4. Resident engagement and involvement framework

Through involving you at all levels in the organisation, we are learning what matters most to you. This helps us to share ideas, ensuring residents influence the decisions made and making sure that we shape our services to meet your individual needs.

We recognise that you want a range of different ways to have your voice heard – from local level engagement activities to involvement which is spread across all our regions. All local engagement is led by our Neighbourhood Team, whereas wider involvement is led by our Resident Involvement Team.

Going forward, the Neighbourhood team will regularly report to the Resident Assembly on local engagement and stakeholder activities. Resident engagement takes place across four broad areas:



**Informing** - keeping residents updated on the key issues that matter most to them.

**Contributing Insight** - gathering residents' feedback.

**Amplifying and Influencing** - ensuring residents' voices are heard throughout the organisation and influence decisions about how we deliver key services.

**Governance** - ensuring that residents are involved in the governance of our organisation.

## 5. Our involvement opportunities

We have a large number of ways residents can get involved. The Resident Assembly's strategic-level involvement ensures that resident feedback is heard first hand by our Customer Committee and Board:

### Resident Board Members

- We have two Resident Board Members who were both appointed to the Board in 2020. In addition to being members of the Board, they both sit on two other committees. They are integral members of the Board, bringing insight from a resident perspective to Board and Committee discussions and to the decision-making process.

### The Resident Assembly

- The Resident Assembly is a resident-led, independent group that works in partnership with us to improve the services we provide to residents.
- The Assembly is governed by a Terms of Reference and Code of Conduct, and, in addition, all members have a role profile which sets out their responsibilities.
- The Chair of the Resident Assembly attends our Customer Committee meetings, ensuring that the resident voice is heard in the Committee's strategic discussions which feed through to the Board.

### Service Improvement Panels

- A Service Improvement Panel (SIP) is a group of residents who work together to undertake an in-depth review of a specific service area.
- Each year, areas for SIP scrutiny are identified, based on feedback through other SIPs, from the Resident Assembly itself, Tenant Satisfaction Measures Survey results and other feedback we receive from residents.
- The SIPs operate as temporary groups to look at specific service areas. This enables residents to get involved in the review of a topic or service area that they are interested in. To support residents in this role we provide an induction for each panel as well as 'how to' guides to support the various activities they may need to undertake during the review.
- The Resident Assembly receives an update on the progress of SIPs at its monthly meetings and is provided with the final SIP report with recommendations. The Customer Committee also receive the final report, once

it has been reviewed by the Resident Assembly. This is presented to Customer Committee by the Lead Panel Member for the SIP.

- The outcomes are then published on our website.

### **Resident Policy Reviewers**

- To ensure that residents' views are informing our policy development, we are establishing a residents' policy review framework. Policy owners will work with the Resident Involvement Team to seek direct feedback from residents which will be incorporated into the policies.
- Residents who choose to take part will be supported by the Resident Involvement Team who will also arrange training on policy evaluation for them.

### **Disability and Vulnerability Working Group**

- This group of residents share their experiences of interacting with us as residents who have disabilities and/or vulnerabilities or residents who have family members with disabilities and/or vulnerabilities.
- The purpose of the group is to support us in improving the experience of residents with disabilities and/or vulnerabilities when they access our services.

### **Youth Group**

- We are keen to work in partnership with young residents. We are continuing to offer activities at a neighbourhood level to engage potential members.

### **Digital Working Group**

- This resident group has worked with us to analyse the customer journey residents experience when using our MyPA app. Hearing directly from residents helps us to understand what's working well and what needs to be improved.
- We then make changes to the app based on their feedback to ensure the customer's journey through MyPA is smooth and enables them to use the app in the way they need to.

### **Contractor review meetings**

- We involve residents in our larger contracts review meetings e.g. cleaning and grounds maintenance to provide an insight into how they feel the contractor is performing. We ask them to have a broader discussion about the contract and performance rather than focussing on individual issues.
- Although we involve residents in meetings that relate to the geographical area they live, we encourage them to attend meetings that relate to other areas. This allows them to hear how other contractors are performing as well as measures put in place to address underperformance. They can then bring this insight back to their own area to see if implementing those ideas would have a positive impact.

### **Procurement**

- To make sure we have the right contractors on board to deliver services to residents, we seek resident input in our procurement process. We know that being involved in the end-to-end procurement process is a significant time commitment, so we enable residents to get involved in a way that works best for them.
- Residents can get involved in different parts of this process - at the beginning of the process to help us define the scope for the contract, helping us write the questions we will be asking the contractors or sitting in on the interviews.

## 6. Acting on your feedback

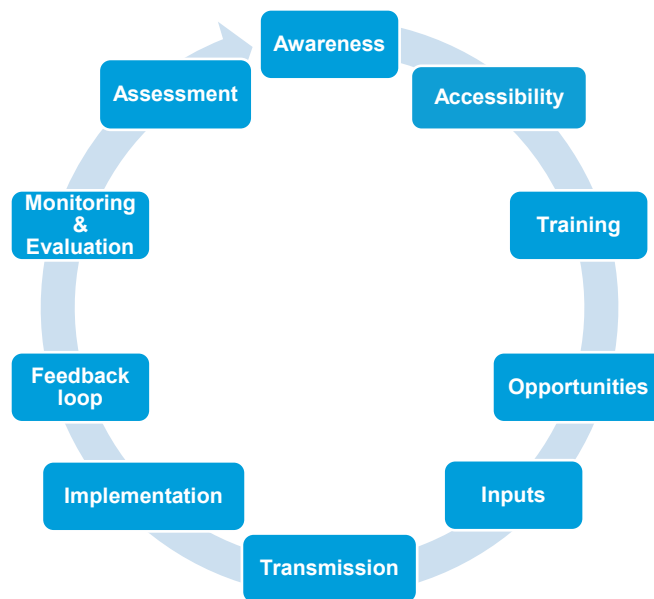
Listening to your views helps us ensure that the services we're delivering are appropriate and meeting people's needs. Your feedback helps us to refine or change what we deliver, how we deliver it and how we improve it. One of the key roles of the Resident Involvement team is to make sure that PA Housing is acting on residents' feedback.

The Resident Involvement Team logs and tracks all recommendations made to us. This enables us to maintain oversight of all the feedback we've received, hold service-lead colleagues to account for delivering the relevant actions and identify what's changed as a result. We report recommendations to the Customer Committee and report monthly to the Resident Assembly on progress against the agreed actions.

## 7. Our engagement lifecycle

We have identified a set of objectives for 2025-27 to build on our existing resident engagement and involvement activities. You can find out more detail [Get involved | PA Housing](#).

We have also developed the following 10-point engagement lifecycle approach to ensure that residents have meaningful, accessible opportunities to hold us to account, scrutinise our work and provide feedback on the services we deliver. We will use this approach to stress test our engagement framework and opportunities.



**Awareness:** Residents know about all the ways they can get involved to share their views and help shape the policies and services provided to them. We will monitor participation to ensure that the Involved Resident voice is representative of the wider community.

**Accessibility:** The ways that residents can get involved suit the needs of all residents - both digital and in person, and at times that work for them We will cover reasonable expenses to support residents with caring costs that might otherwise prevent them getting involved.

**Training:** Residents are offered training and support relevant to the role they're undertaking.

**Opportunities:** Residents are provided with a range of opportunities for them to get involved to influence and provide feedback. They will be able to choose how they get involved to best suit their time commitments and areas of interest.

**Inputs:** Residents will be provided with accessible and relevant information to inform their views on the issue in question.

**Transmission:** Residents' views are recorded and fed back to the decision-making body or team (such as Board, Customer Committee or Senior Management Team) which will explore how their recommendations can be implemented.

**Implementation:** The views of residents are taken into account in the implementation of the relevant service or policy.

**Feedback loop:** Residents are informed about the impact of their feedback or why any recommendations were not able to be progressed or scheduled as hoped.

**Monitoring and evaluation:** Residents are engaged to assess their views on how their views have been taken into account.



**Assessment:** Residents are asked to evaluate their involvement experience so we can identify any changes we need to make to how we involve residents.

## 8. Measures of success

We want to be able to robustly measure the success of the strategy and the effect of the actions we'll be taking. As well as seeking feedback from Involved Residents, we have set percentage improvement targets for three main Tenant Satisfaction Measures (TSMs) questions for 2025-2027 which are:

- Satisfaction that the landlord listens to tenants' views and acts upon them.
- Satisfaction that the landlord keeps tenants informed.
- Agreement that the landlord treats tenants fairly and with respect.

For more information on the targets see our performance against the Tenant Satisfaction Measures please visit [Tenant Satisfaction Measures 2024 | PA Housing](#).